The Fifth Estate

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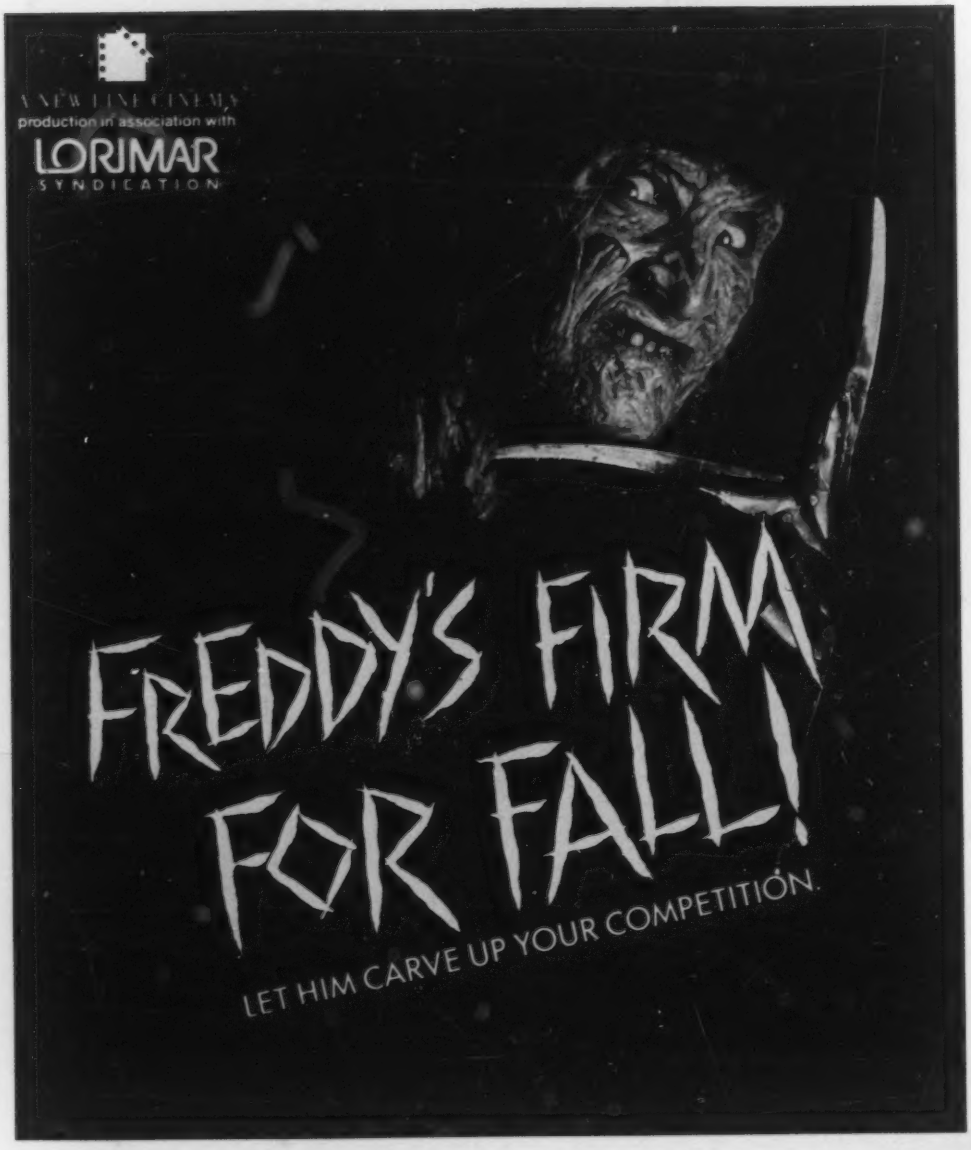
Broadcasting Jan 11



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57th Year 1988

INTV has its day in L.A.

Court to cable: pay more for copyright

Vol. 114 No. 2

Broadcasting Jan 11

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include Burton Benjamin, Dan Rather, Robert Trout, Sander Vanocur, Mike Wallace, Av Westin and Morley Safer. MOB, New York. Information: (212) 752-4690.

■ **Jan. 12-14**—"Marketing Your Station for Success," management seminar sponsored by *Television Bureau of Advertising.* TVB headquarters, New York. Information: (212) 486-1111.

Jan. 13—*International Radio and Television Society* newsmaker luncheon, "Super Bowl XXII." Panelists: Frank Gifford, Al Michaels, Dan Dierdorf, Dennis Swanson, Ken Wolfe and Larry Kamm, TV sports executives adn announcers. Waldorf-Astoria, New York.

Jan. 13—"Investigative Reporting: What's the Real Story?" session sponsored by *American Women in Radio and Television, Washington chapter.* National Association of Broadcasters, Washington. Information: (202) 659-3494.

■ **Jan. 14**—*National Academy of Television Arts and Sciences, Washington chapter,* meeting. Duke Zeibert's, Washington.

Jan. 14-15—*Virginia Association of Broadcasters* winter meeting and legislative reception. Richmond Marriot, Richmond, Va.

Jan. 15—*Cabletelevision Advertising Bureau* cable television political advertising workshop. Caucus Room, Cannon House Office Building, Washington.

Jan. 15—Deadline for entries in Achievement in Children's Television Awards, for "significant contributions toward improving service to children on broadcast and cable television (recently extended to home video)," sponsored by *Action for Children's Television.* Information: (617) 876-6620.

Jan. 15—Deadline for entries in Angel Awards for "most outstanding productions of moral and/or social impact in communications." Beverly Wilshire, Los Angeles. Information: (213) 731-1600.

Jan. 15—Deadline for entries in Broadcast Media Awards, sponsored by *International Reading Association.* Information: (302) 731-1600.

Jan. 15—Deadline for entries in 36th annual *Associated Press Television Radio Association of California-Nevada* news competition. (213) 746-1200.

Jan. 15—Deadline for entries in fourth annual HAWRT Awards, recognizing "outstanding women in Bay Area communications industry," sponsored by *American Women in Radio and Television, Florida Hurricane chapter.* Information: (813) 579-9119.

Jan. 15—Deadline for entries in Jack R. Howard Broadcast Awards competition, sponsored by *Scripps Howard Foundation,* presented to "large and small market radio and television stations for journalistic excellence in news reporting." Information: (513) 977-3035.

Jan. 15-17—*Alabama Broadcasters Association* winter convention. Sheraton Capstone, Tuscaloosa, Ala.

Jan. 15-22—*National Association of Broadcasters* joint board meeting. Mauna Lani Bay hotel, Kohala Coast, Hawaii.

Also in January

Jan. 18—*Home Box Office* press tour during television Critics Association press tour. Sheraton at Redondo Beach, Redondo Beach, Calif. Information: (212) 512-1000.

Jan. 18-19—*Washington State Cable Communications Association* annual convention and legislative conference. Sheraton Tacoma hotel, Tacoma, Washington. Information: Kari Spencer, (206) 851-6290.

Jan. 19-21—Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters.* Georgia Center for Continuing Education, Athens, Ga. Information: (404) 993-2200.

Jan. 20—*New York Television Academy* drop-in luncheon. Speaker: Robert MacNeil, *MacNeil/Lehrer NewsHour.* Copacabana, New York. Information: (212) 765-2450.

Jan. 20—*Federal Communications Bar Association* luncheon. Speaker: Judge Kenneth Starr, U.S. Court of Appeals for D.C. Circuit, Marriott, Washington.

Jan. 20—*Pennsylvania Cable Television Association* fifth annual winter workshop, "Improving Customer Service." Marriott Inn, Harrisburg, Pa. Information: Bill Cologie, (717) 234-2190.

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affiliates are going to be apprehensive. "But, on the other hand, they all recognize that it's important for us to develop our own talent and to make sure that we're as active in the creative comunity as possible," he said. If NBC creates programs for other entities, he said, it "allows us to be stronger in terms of our contacts, relationships and production capabilities" for programs intended for the network.

Despite the network's interest in stepping up in-house production, Wright said, NBC also desires to improve its relations with the Hollywood production community. The network's agreement to cover the deficit financing for the new midseason series, *Sonny Spoon*, a co-venture between Stephen J. Cannell Productions and NBC Productions, is one example of how the network intends to achieve its goal, according to Wright.

Although the concept of a network covering deficit financing is not new—Tartikoff pointed to similar arrangements for *Little House on the Prairie* and *Punky Brewster*—Wright expects to see an increase in such financing deals.

"I think there's a pattern there of . . . working through these issues which I hope will involve a number of other producers or number of other companies," he said. Wright called the Cannell pact "ground breaking," and said it shows the "sort of creativity and flexibility that we want to demonstrate."

The day could come, Wright noted, that NBC may entirely bypass studios and deal directly with young writers, producers, thereby avoiding many of the costs associated with a major production entity. □

Development details. NBC revealed last week that Emmy Award-winner Jim Hensen will produce and star in *Jim Hensen Presents*, a one-hour series tentatively scheduled for January 1989. Hensen will develop new "Muppet-like" characters for the family show, which will contain a variety of short stories, entertainment features, guest appearances and information.

Addressing reporters at last week's television critics press tour in Los Angeles, Brandon Tartikoff, president of NBC Entertainment, also said: the network will introduce two new prime time serials this summer, probably in late June, as part of its effort to put more original programing on the air in the summer months; NBC Productions has as many as six pilots in development, an increase over last season, and that of all the shows in development for the network next fall, 90% have demographics equivalent to *ALF* and *L.A. Law*.

He also expressed the network's commitment to *The Bronx Zoo* and *Beverly Hills Buntz*, two "designated hitters" that will find a permanent place on the schedule in March.

Grossman again asks for removal of equal time rule for coverage of presidential and VP campaigns

NBC News President Lawrence Grossman renewed his plea to the U.S. Congress to suspend the "equal opportunities" provision of the Communications Act for broadcast coverage of the presidential and vice presidential election campaigns. Grossman said the suspension would enable the networks to produce documentaries and election specials that are not now produceable because the law requires that all candidates be given comparable access to the airwaves outside of hard-news broadcasts.

Grossman made the suggestion at the NBC press tour in Los Angeles last week. As to the election coverage itself, he said, it was likely NBC would have more hours of coverage than in previous years. However, estimating the amount of coverage at this point is difficult, he said, because of the possibility that the Democratic convention, may, "for the first time in decades," be a brokered convention.

If the Democrats actually determine who their nominee will be at the convention (both Republican and Democratic conventions in recent history have been "cheerleading sessions" for the front-runner, Grossman said), the networks will likely provide a lot more coverage, said Grossman. The question then becomes, he said, how much coverage to give the other convention, even if it is a cheerleading session. "We won't use a rigorous equal time standard, but we will have a sense of balance and fairness," said Grossman. "If we give 30 hours of coverage to one, we won't necessarily give 30 hours to the other. But it would get more than two hours."

Responding to charges from Democratic presidential hopeful Gary Hart that the press has gone too far in covering the private lives of the candidates, Grossman said that part of NBC's obligation to viewers is to "identify the character and personality of the candidate." He said the "test" every NBC News presidential campaign story must pass to air is: "Does that add to the question of what kind of President he will make?"

Grossman also released the topics of a number of upcoming prime time news specials and documentaries. They include: "Homeless in America," "Women Behind Bars," "Stress," "Asian American Kids," "Islam," "The Pension Game," "American Men in the 80's" and "The Aging of America." □

'Wheel of Fortune' still on top

It's in first place again in November Cassandra resport; 'PM Magazine' takes second place from 'Jeopardy'

The results of the November Cassandra report are in, with King World's *Wheel of Fortune* grabbing its 16th consecutive first-place finish with a 19 household rating (BROADCASTING, Jan. 4). That finish was off slightly compared to November 1986, when the show had a 19.3 rating. It was seen in 199 markets covering 99.3% of the country both in November 1987 and November 1986.

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try both in November 1987 and November 1986.

Wheel remained in first place in the major adult demographic categories, as it was last year, but was down slightly. Among all women, the show was down from a 16.3 last year to a 16.1; among men, the show was down from a 11.7 to an 11.5, and among all adults, it was down from a 14.2 to a 13.9.

Second place in the November 1987 Cassandra's belonged to Group W Television Sales' *P.M. Magazine* (26 markets covering 24.7% of the country), with a 12.3 rating, breaking a streak of eight consecutive second-place finishes for King World's *Jeopardy*. *P.M.* finished in third place last year when it was in 45 markets covering 36.6% of the country. At that time it was syndicated by Group W Productions (Group W Television's syndication division) before it was moved to Television Sales (the Group W Television division responsible for syndication of specials produced by the Group W stations, and for barter sales).

With *P.M.'s* climb in the ratings, *The Oprah Winfrey Show* (190 markets covering 98.7% of the country) fell to fourth place with a 10.5, but was up almost 28% in ratings compared to last year. In November 1986, that show had an eighth-placed 7.7, when it appeared in 131 markets covering 89.3% of the country.

Among access shows, Paramount's *Entertainment Tonight* fell from a 7.5 household rating in November 1986 (when it was in 140 markets covering 87.6% of the country) to a 6.6 household rating in November 1987 (when it was in 134 markets covering 86.9% of the country).

Buena Vista Television's *Win, Lose or Draw*, syndication's highest ranking debut this fall, had a ninth-placed 7 household ranking in the November 1987 book. *Win, Lose or Draw* is making a move on many stations' schedules into access.

Among off-network premieres this November, Paramount's *Family Ties* (172 markets, covering 94% of the country) finished fifth with an 8 rating. Paramount's *Cheers* (144 markets covering 85% of the country) had a 6.8.

Rep executives said that despite the positive household and demographic numbers for *Family Ties*, the show has posted disappointing ratings in a number of markets. Dick Kurlander, vice president of programing for Petry Television, said the numbers for *Family Ties* in access (outside the top 50 markets where off-network programing can be carried in access) also have been "disappointing," and could force a new evaluation of half-hours (especially, he said, given the prices paid for *Cosby* and *Who's the Boss*).

Among animated shows, the November 1987 numbers easily demonstrated the dominance in that programing genre of softer forms of animation. Buena Vista's *Duck Tails* was first among children, aged 2 through 11, with a 12.5, followed by Columbia Pictures Television's *Real Ghostbusters* (9.1), and DFS Program Exchange's *Dennis the Menace* (8.1). □

Cassandra syndicated program scoreboard

	No. of mkts	Rating	Share	Percent coverage
Wheel of Fortune	199	19.0	32	99.3
PM Magazine	26	12.3	21	24.7
Jeopardy	189	12.1	26	98.7
Oprah Winfrey Show	190	10.5	31	98.8
Family Ties	172	8.0	15	94.0
People's Court	187	7.9	20	97.5
M*A*S*H	161	7.5	17	89.1
Donahue	186	7.4	29	98.1
Win, Lose or Draw	128	7.0	18	74.9
Southwest Conference Football	20	6.9	23	7.5
Cheers	144	6.8	15	85.0
Entertainment Tonight	134	6.6	14	86.9
Hollywood Squares	129	6.4	15	83.5
Three's Company	122	6.3	14	77.9
A-Team	26	6.0	13	25.0
Hee Haw	159	6.0	15	79.8
Star Trek Next Generation	181	6.0	14	95.4
Facts of Life	113	5.9	13	81.1
21 Jump Street	113	5.9	9	86.0
New Newlywed Game	143	5.5	13	83.4
Diff'rent Strokes	91	5.3	13	65.8
Small Wonder	114	5.3	13	79.6
Out Of This World	94	5.2	11	77.0
Mama's Family	148	5.1	12	87.6
National Geographic	124	5.1	11	74.1
Magnum, P.I.	127	5.0	14	84.0
Married...with Children	113	5.0	7	86.0
Judge	93	4.9	17	71.6
Big 10 Football	42	4.8	18	25.3
Gimme A Break	92	4.7	10	53.2
She's The Sheriff	156	4.7	10	91.7
Divorce Court	111	4.6	16	79.2
Punky Brewster	20	4.6	9	24.3
Superior Court	115	4.5	15	75.8
Silver Spoons	63	4.4	9	56.0
Webster	59	4.4	10	47.0
Barnaby Jones	25	4.3	14	33.1

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Viewers to get cable preview via KDNL-TV

Cable co-op buys time on independent St. Louis station for promotional campaign slated for later this month

Six cable operators in the St. Louis area have bought two three-hour prime time programing blocks on independent (ch. 30) KDNL-TV St. Louis and will air cable programing in a subscriber acquisition campaign slated for late January. The six cable companies putting together the effort are Cencom Cable Associates, Continental Cablevision, TCI Cablevision, American Cablevision, STL Cablevision and City Cable.

The cost of "Cablevision '88" will exceed $80,000, according John Clark Jr., vice president of marketing and programing for Cencom Cable and president of the Cable Association of Greater St. Louis, formed by the six companies. The co-op members and cable programers will share the cost of the promotion effort.

"What we're trying to accomplish is to not only give viewers a cross-section sampling of the quality of cable programing," said Clark, "but we've also tried to tailor the cable programing to the St. Louis market." Indeed, parts of the preview, which runs from 7 p.m. to 10 p.m. on Tuesday, Jan. 26, and Wednesday, Jan. 27, have a direct St. Louis connection.

It will be hosted by former *Jeopardy* host and St. Louis native, Art Fleming, and Cable News Network correspondent Lynn Vaughn. Tuesday's lineup begins with a two-part HBO concert by Tina Turner (a native of East St. Louis), and will be followed by CNN's *Larry King Live* at 8:30 p.m. At 9 p.m. the preview picks up the Financial News Network's *Fans Speak Out*, which is hosted by former University of Missouri graduate, Todd Donaho. It will be followed by the Missouri installment from WTBS(TV) Atlanta's *Portrait of America* series, hosted by Hal Holbrook. Featured guests throughout that evening will include HBO's Les Read, an on-air talent; former Kansas City Chief Len Dawson; boxer Joe Frazier, and musical performers Lesley Gore and the Oak Ridge Boys.

On Wednesday, a two-part Herbie Hancock special will open the evening, followed by Arts & Entertainment's *Slatkin: A Symphony*, featuring the St. Louis symphony. The preview will switch live to CNN at 9 p.m. and then switch live again to the Disney Channel at 9:15. Showtime will be featured prominently in the interstitial ele-

NBC stands 15-0 at midseason

Nielsen	◻	Net	◻	Show	◻	AGB
1.	25.4/42	N		Golden Girls	1.	26.7/42
2.	25.2/35	C		Murder, She Wrote	2.	25.9/36
3.	22./32	C		60 Minutes	4.	23.6/34
4.	21.2/32	C		CBS Sunday Movie	3.	24.4/36
5.	20.8/35	N		Orange Bowl	9.	19.7/32
6.	19.8/32	N		Cosby Show	5.	21.5/37
7.	19.6/34	N		Amen	7.	21.4/35
8.	19.5/28	N		My Two Dads	12.	19.2/26
9.	19.4/27	N		Family Ties	6.	21.5/29
10.	18.8/31	N		227	10.	19.7/31
11.	18.5/29	A		Growing Pains	14.	19.2/29
12.	18.4/29	A		Who's the Boss?	15.	18.6/29
13.	18.3/32	N		NBC Sunday Movie	16.	18.2/32
14.	17.5/28	N		Unsolved Mysteries	13.	19.2/31
15.	17.5/38	N		NBC News Special	25.	16.5/28
16.	17.5/34	N		Different World	17.	18.2/33
17.	17.5/28	N		Matlock	26.	16.5/25
18.	17./28	N		NBC Monday Movie	18.	17.9/28
19.	16.9/27	N		Valerie's Family	8.	19.8/30
20.	16.4/26	N		ALF	11.	19.4/29
21.	16.4/26	N		Hunter	35.	15.1/23
22.	16.4/28	N		Facts of Life	22.	17.1/28
23.	16.3/27	A		Head of the Class	37.	14.8/23
24.	15.9/29	N		J.J. Starbuck	31.	15.8/27
25.	15.9/32	N		Cheers	23.	17./32
26.	15.4/26	A		Perfect Strangers	40.	13.8/22
27.	15.4/24	A		Moonlighting	29.	16.1/25
28.	14.7/24	A		Hooperman	39.	14.2/23
29.	14.7/25	A		Monday Night Football	38.	14.6/24
30.	14.4/23	C		Kate and Allie	19.	17.6/27
31.	14.4/22	C		Newhart	24.	16.8/25
32.	14.1/22	C		Designing Women	33.	15.4/24
33.	14./20	N		Our House	20.	17.2/24
34.	13.8/23	N		Highway to Heaven	21.	17.2/27
35.	13.7/30	A		Disney Sunday Movie	30.	16./23
36.	13.7/29	N		Night Court	28.	16.1/31
37.	13.5/23	A		Dynasty	47.	12.3/21
38.	13.2/22	C		CBS Special Movie	34.	15.2/24
39.	12.8/20	A		Mr. Belvedere	41.	13.8/21
40.	12.8/20	C		Beauty and the Beast	36.	14.9/23
41.	12.7/21	C		High Mountain Rangers*	27.	16.4/26
42.	12.6/20	A		Slap Maxwell Story	49.	12./19
43.	12./19	A		I Married Dora	42.	13.1/20
44.	12./21	C		Cagney and Lacey	46.	12.3/20
45.	12./21	N		Crime Story	54.	11.5/20
46.	11.8/20	A		20/20	52.	11.9/19
47.	11.8/19	C		Frank's Place	32.	15.4/23
48.	11.4/18	C		Jake and the Fatman	56.	11.5/18
49.	11./15	A		Spenser: For Hire	51.	11.9/16
50.	11./20	A		Thirtysomething	50.	11.9/21
51.	11./18	A		Pursuit of Happiness	58.	11.2/17
52.	11./16	A		Dolly	45.	12.8/18
53.	11./25	N		King Orange Jamboree	43.	13./26
54.	10.9/19	C		Law and Harry McGraw	55.	11.5/20
55.	10.5/16	A		Full House	48.	12.2/18
56.	10.4/17	C		Houston Knights	44.	12.9/21
57.	10.2/18	A		Hotel	59.	10.9/19
58.	10.2/16	A		Buck James	60.	10.8/17
59.	10.2/17	C		Kennedy Center Honors	57.	11.3/19
60.	9.1/16	C		West 57th	53.	11.6/20
61.	8.5/14	C		China Odyssey: Empire	62.	9.3/15
62.	8.3/14	A		Ohara	66.	8.8/14
63.	8./15	A		Sledge Hammer!	69.	7.4/13
64.	7.8/12	C		Houston Knights	65.	8.9/14
65.	7.8/15	C		Bugs Bunny's Mad World	61.	10.2/18
66.	7.4/16	A		ABC Thursday Movie	63.	9.2/18
67.	6.9/11	A		ABC News Special	70.	7.1/11
68.	6.7/11	A		Sable	67.	8.2/13
69.	6.5/13	C		Betty Boop Special	64.	9.2/16
70.	6./13	C		CBS Special Movie	34.	15.2/24

ments on Wednesday night, with comedians Garry Shandling and Gallagher appearing, along with local comedians from a St. Louis club, which is part of Showtime's local comedy club programing.

The St. Louis angle of the broadcast preview, said Clark, is designed both to increase viewership and showcase cable's programing variety. Clark said a similar preview in December 1986, with Cencom only, added over 700 subscribers to its rolls and co-op members hope to more than double that this time around. "We recognize that to take cable from 50% to 60%, we will need to add additional marketing layers," said Clark. Cencom alone counts 145,000 subscribers in its four area systems, said Clark, and has a 50% penetration rate, similar to the co-op wide average. In addition to the programing, the co-op plans to heavily promote the event with local print and tune-in advertising.

William Viands Jr., vice president and general manager of KDNL-TV, a Fox affiliate, said he was "enthusiastic" about the joint effort. In addition to the revenue, $6,000 per hour, the station enhances its public relations with the cable operators. Although the latter aren't selling advertising within the schedule, the preview, unlike the earlier one, will be rated. The station has subscribed to a January book and will get a better idea of how much viewing takes place.

"We're a cable friendly station," said Viands. "Being a UHF station, the cable systems have been very good to us in extending our reach and giving everyone a quality picture," he said. "We don't see any reason

Heavenly!

David Koon
General Manager
KLMB Radio
Shreveport, Louisiana

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17N 78 58 58W.

■ Portsmouth, VA, WYAH, ch. 27—871221-Application (BPCT840621KH) dismissed for CP to relocate main studio location to nearby CBN Center in Virginia Beach, VA.

Actions

Commission Actions

■ Indecency—Responding to petitions for clarification and reconsideration, FCC generally reaffirmed its April 1987 findings of indecency against WYSP(FM), Philadelphia; KPFK-FM, Los Angeles, and KCSB-FM, Santa Barbara, CA. (By MO&O [FCC 87-365] adopted Nov. 24, 1987 by commission.)

■ Aguadilla, PR—Consented to assignment of license of WVEO-TV at Aquadilla from Seglares Iglesia Catolica Inc., to James C. Leake, on condition that licensee construct main studio at Aquadilla and originate some local programing within 18 months. (By MO&O [FCC 87-377] adopted Dec. 3, 1987 by commission.)

■ Licensing Procedures—Declined to relax operational and licensing requirements for broadcast auxiliary services. (MM Docket 86-405 by MO&O [FCC 87-390] adopted Dec. 15, 1987 by commission.)

■ Fort Myers Villas, FL—Reaffirmed grant of new FM station to Sunshine Broadcasting Inc. at Fort Myers Villas, thus denying competing applicant, L.B.C. Inc., reconsideration. (MM dockets 83-1332, 83-1334 by MO&O [FCC 87-392] adopted Dec. 21, 1987 by commission.)

Staff Actions

■ Los Angeles—Extended to Jan. 25 date for filing comments on complaint of National Association for Better Broadcasting against KCOP(TV) Los Angeles. (By Order [DA 87-1693] adopted Dec. 23, 1987 by chief, Mass Media Bureau.)

■ Rayne, LA—Designated for hearing seven applications for FM station on channel 294A (106.7 MHz) at Rayne. (MM Docket 87-560 by Order [DA 87-1801] adopted Dec. 8, 1987 by chief, audio services division, Mass Media Bureau.)

■ Lawton, OK—Correction to order designating for hearing mutually exclusive applications of Day Broadcasting and Barton W. Ratliff for new TV station on channel 45 at Lawton. (MM Docket 87-550, by Order [DA 87-1781] adopted Nov. 30, 1987, by chief, video services division, Mass Media Bureau.)

■ Murrells Inlet, SC—audio services division chief requests verification of financial qualifications of applicants for channel 233A. Action by chief, audio services division, Dec. 30, 1987 by letters.

■ South Padre Island, TX—Designated for hearing mutually exclusive applications of Susan Lundborg and Rio Bravo Ltd. for new FM station on channel 237A (95.3 MHz); dismissed applications of Tony A. Cranford, Texas Media Group Inc., and South Padre FM Group. (MM Docket 87-561, by Order [DA 87-1802] adopted Dec. 8, 1987 by chief, audio services division, Mass Media Bureau.)

■ Woodstock, VT—Designated for hearing mutually exclusive applications of Robert and Shirley Wolf, Devine Providence Broadcasting Inc., Katherine T. McCann and Jerry Young for new FM station on channel 230A (93.9 MHz) at Woodstock. (MM Docket 87-562 [DA 87-1803] adopted Dec. 8, 1987 by chief, audio services division, Mass Media Bureau.)

Review Board Actions

■ Eureka, CA—Granted application of James and Sharon Deon Sepulveda for new TV station at Eureka. (By decision [FCC 87R-69] adopted Dec. 21, 1987 by review board.)

■ Buffalo and Mineola, both New York—Partially granted motion by Empire State Broadcasting Corp., licensee of WWKB(AM) at Buffalo, for waiver of section 1.301(b) so it can appeal presiding ALJ's denial of its motion for summary decision; dismissed Empire State's motion for immediate stay of hearing proceedings; and denied motion to strike filed by Bursam Communications Corp., licensee of WTHE(AM) Mineola. (MM Docket 87-110 by MO&O [FCC 87R-68] adopted Dec. 14, 1987 by review board.)

ALJ Actions

■ Bluefield, WV—Granted application of Living Faith Ministries Inc. for commercial TV station on channel 40 at Bluefield. (MM Docket 86-345 by summary decision [FCC 87D-47] issued Dec. 16, 1987 by ALJ John M. Frysiak.)

Send for FREE INFORMATION reguarding our full color custom designed LOGO WATCHES for your firm, club, school, organizations, etc.

Your logo, photo, ad copy, etc., is the dial of this handsome watch for men and/or women. Highly accurate with a super thin quartz movement, genuine leather band, sweep second hand & a full one year guarantee.

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Call Letters

Applications

Call	Sought by
New FM's	
KRKQ	Michael Robert Birdsill, Chester, CA
WJLF	Central Florida Educational Network, Gainesville, FL
KHHI	Irving A. Uram, Hilo, HI
WBBS	Berkshire Broadcasting-South Inc., Great Barrington, MA
KCHK-FM	Kingsley H. Murphy Jr., New Prague, MN
WOXD	Lafayette County Broadcasting Corp., Oxford, MS
WAYC-FM	Cessna Communications Inc., Bedford, PA

Grants

Call	Awarded to
New FM's	
KXRJ	Arkansas Tech University, Russellville, AR
KDFR	Family Stations Inc., Des Moines, IA
KKWQ	Demolee Communications Inc., Warroad, MN
Existing AM's	
WLIT	WMOO Trio Broadcasting Inc., Mobile, AL
WWAM	WIKX Beasley Broadcast Group, North Fort Myers, FL
WSGX	WWZZ Hugh Keith Enterprises, Sarasota, FL
WSNX	WTRV Goodrich Theaters Inc., Muskegon, MI
WNAW	WMNB Berkshire Broadcasting Co. Inc., North Adams, MA
WBBO	WHCH Rutherford County Radio Co. Inc., Forest City, NC
WPLJ	WKRZ Beatrice Broadcasting Corp., Wilkes-Barre, PA
KKFN	KYKC Vaughn Broadcasting Group, Sioux Falls, SD
WWHY	WXKY Cory Communications Inc., Milan, TN
KMMX	KCHL Vision Communications Inc., San Antonio, TX
KZQQ	KRGO Group Communications Inc., West Valley City, UT
Existing FM's	
KIPR	KFXE Cornerstone Broadasting Corp., Pine Bluff, AR
WCGY	WCGY-FM Gowdy Family Limited Partnership, Lawrence, MA
WMNB	WMNB-FM Berkshire Broadcasting Co. Inc., North Adams, MA
KDAM	KLCQ Twain Lake Broadcasting Inc., Monroe City, MO
WCKZ-FM	WLIT-FM Beasley Broadcasting of Charlotte Inc., Gastonia, NC
KKRX-FM	KRLG KCCO-KRLG Inc., Lawton, OK
WKST-FM	WFEM Great Scott Broadcasting, Elwood City, PA
WLWZ	WTLT American Comm. of Greenville South Carolina Inc., Easley, SC
WSYN	WAZX Beach Broadcasting of South Carolina Inc., Georgetown, SC
KKLS-FM	KIOV Southern Minnesota Broadcasting Co., Sioux Falls, SD
KMMX-FM	KMMX Vision Communications Inc., Terrell Hills, TX
Existing TV's	
KCCW-TV	KNMT Midwest Call Letters Inc., Walker, MN
WWOR-TV	WWOR WWOR-TV Inc., Secaucus, NJ

Notes: Grant of call sign for FM station WDFR assigned to Family Stations Inc., Des Moines, IA, has been set aside.

Summary of broadcasting as of Sept. 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,893	170	5,063
Commercial FM	3,999	418	4,417
Educational FM	1,283	173	1,456
Total Radio	10,175	761	10,936
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	463	222	685
Educational VHF TV	115	3	118
Educational UHF TV	203	25	228
Total TV	1,324	273	1,597
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.